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SPECIAL REPORT:
Central Garden & Pet

FOCUS ON:
Store Services

PROFILE:
Pet Naturals of
Vermont

we have to teach them how to live with us," says Siegal.

He uses house soiling as an example. "In the wild, a wolf or wild dog will eliminate wherever it chooses, though generally not near his sleeping or eating areas. In most cases, an animal will mark its territory, identifying to other animals what is his. When your dog chooses to eliminate on your living room carpet, it becomes a serious problem for the owner, but it's perceived as territory marking for the canine. A dog owner must teach his dog where it is appropriate to eliminate, whether it is outside or inside on paper in a designated location."

Moreover, Siegal believes that by understanding dog behavior, pet owners can train their dogs to live successfully in our world. He concludes, "Good dog training is about controlling the dog and the situation."

"The first hurdle that most dog owners face is housebreaking," says New York dog trainer, Andrea Arden. Arden recommends these helpful tips to her clients:

1. Create a realistic schedule;
2. Use a crate to housebreak a dog;
3. Apply an effective odor neutralizer to soiled areas; and,
4. If necessary, hire a dog walker during the day, when no one is home to care for the pooch.

If clients are resistant to using a "cage" to train their dogs, she reminds them the crate is an essential training tool that not only helps with housebreaking, but also helps prevent destructive behavior such as chewing. It also contributes to teaching dogs how to spend time alone.

TRAINING WITH TOYS

West Palm Beach dog trainer, Jennifer McCarthy also enjoys the challenge of helping clients solve their dog's behavior problems. She notes that many owners are unprepared for the realities of having a dog.

"Hyperactivity, chewing and digging


are big problems for many dog owners, especially when it comes to ruining expensive shoes and furniture," says McCarthy. To combat these problems, McCarthy encourages clients to exercise and play with their dogs according to their natural tendencies. "Playing, exercising and stimulating your dog

with toys greatly reduces the stress that is due to confinement, isolation and/or boredom. Today, pet stores have so many diverse toys that can be used as effective training tools."

She suggests very hard, rubber toys in a variety of shapes for carrying around and chewing, as well as toys

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that pet owners can fill with broken treats, cheese or peanut butter mixtures for a distraction. Busy box toys are also good for distractions. By moving around the box with their noses, mouths and paws, dogs eventually access the goodies inside.

For dogs that like to shake and kill,

like terriers, she encourages owners to buy a toy that resembles prey. For younger or older dogs that need comforting, consider stuffed animals that could be put in dirty laundry, so they smell like the dog owner. If a dog likes to dig, as many dachshunds do, hide toys in a sandpit and encourage the

dog to dig for the treasure in the appropriate location. For dogs that need a lot of outdoor activity, like border collies, use Frisbee-type toys. Finally, for retrievers, consider adding the training basics of come, sit and stay to make a game of fetch—either on land

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A TREAT TO TRAIN

One of the essential elements of dog training through positive reinforcement is, of course, the reward. There are two important criteria for an effective training treat—first, it has to taste good; and second, it must be small enough to ensure that the canine recipient does not get distracted. Now KONG introduces a new product that meets both of these criteria—KONG Stuff'N TOTs.



A real treat for trainers, irresistible KONG Stuff'N TOTs are packaged in a pocket-sized, KONG-shaped dispenser that makes them easy to use and carry anywhere.

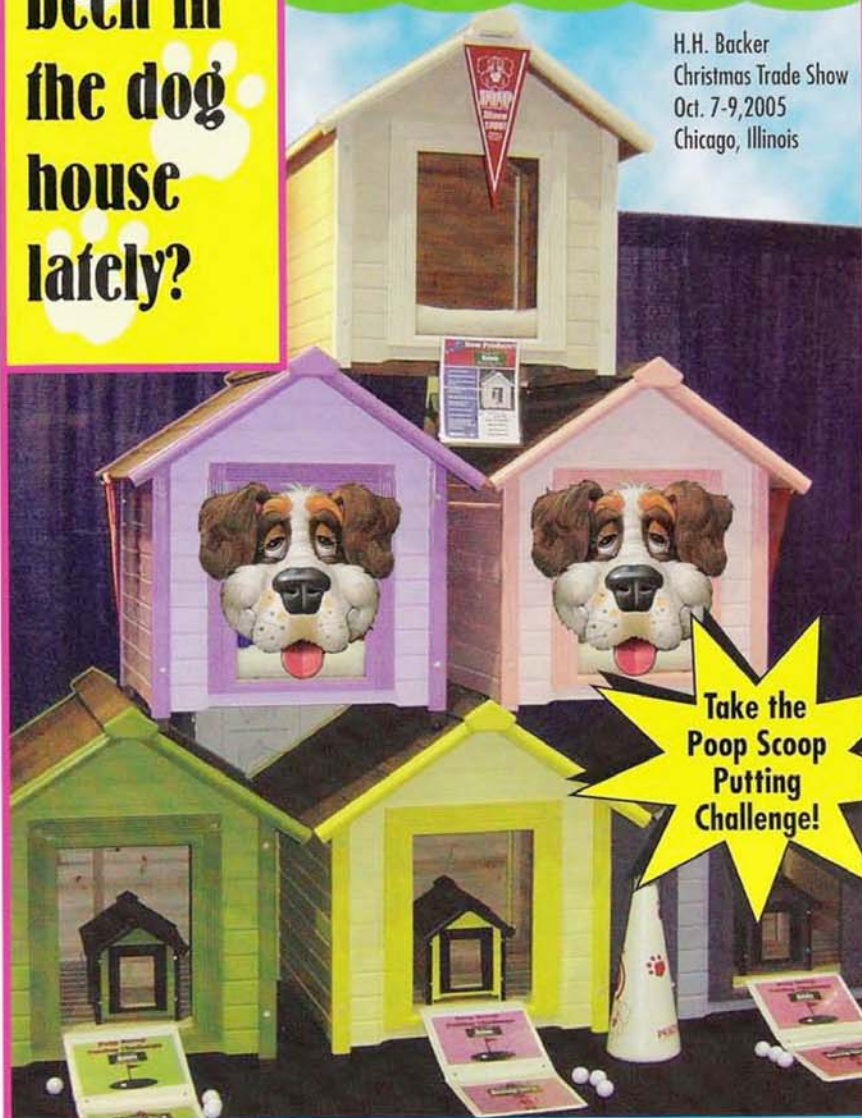
Stuff'N TOTs are not only effective, but with only one calorie per treat, they are truly a healthy, guilt-free reward. These all-natural treats are made from only two ingredients: organic beef liver and milo grain. Milo has a slower rate of digestion compared to common grains, making Stuff'N TOTs easy on the tummy while providing a stable source of energy. Stuff'N TOTs are gluten free, salt free, sugar free and preservative free.

Stuff'N TOTs were designed as a dual-purpose treat—great as a training treat, but also perfect for stuffing KONG dog toys. TOTs can be stuffed into KONG Dental Stick, KONG Jump'N Jack, Puppy KONG Teething Stick, and Puppy KONG Activity Ball.

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CIRCLE #173 ON READER INQUIRY CARD

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 or in the water—more stimulating and exciting.

GOING HIGH-TECH

“Although crates and toys are useful in the training process, extreme behav-

ior situations call for different tools, and this is where high-tech training aids have been invaluable,” says, Chris Hood, national sales manager of High-Tech Pet in Ventura, Calif. Hood remarks that high-tech training aids such as automatic doors and pet con-

tainment systems have helped to promote good relationships between dogs and their owners.

He mentions, for example, that bark collars have prevented problems with neighbors and landlords and have made surgery an unnecessary option for dog

owners who can't get a handle on their dogs unwanted barking. “In the past, many dog owners were turned off by the shock factor of bark collars, but today consumers have more choices.”

Bark collars now employ sound as the basic stimulus because it is established that animals learn quickly and retain better memory when the desired behavior is associated with sound. More advanced models of bark collars increase the sonic

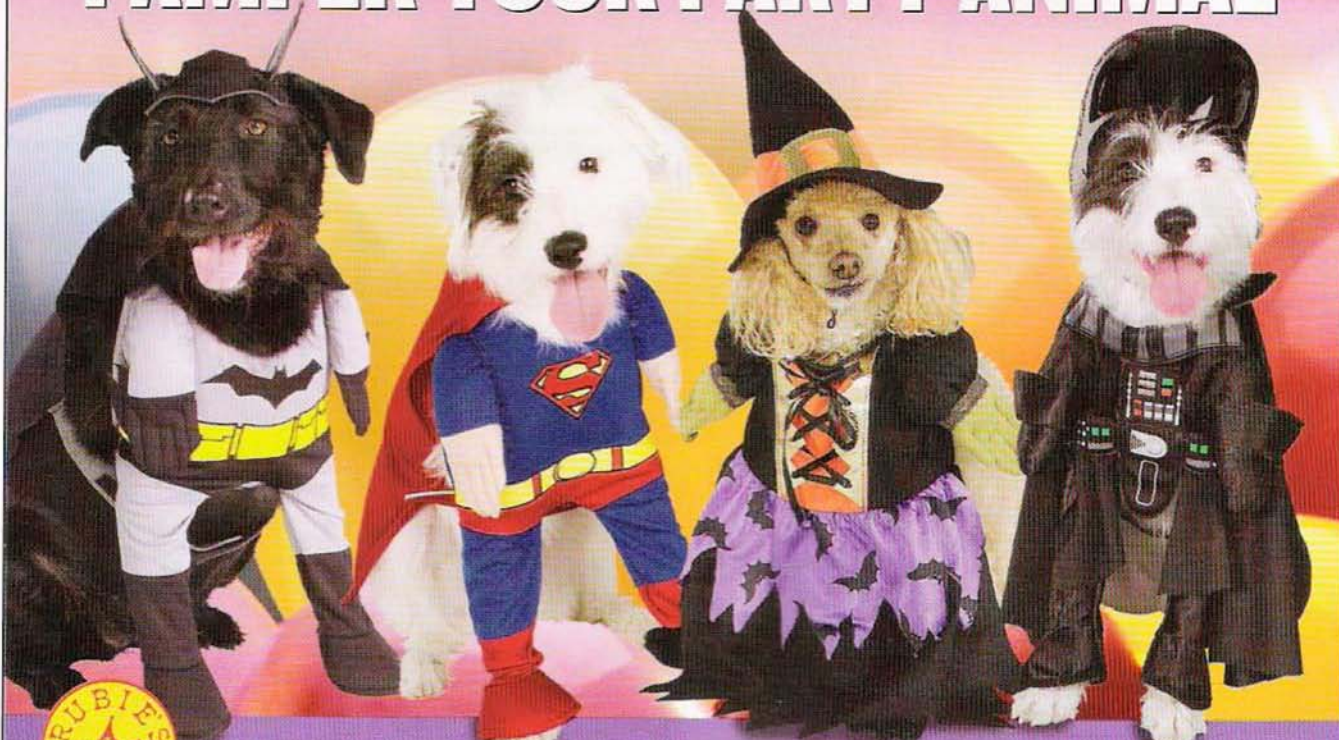
WALK THIS WAY

Premier Pet Products, makers of the popular Gentle Leader Headcollar, introduces the new Gentle Leader Easy Walk Harness—an innovative harness that discourages leash pulling and is ultra-simple for owners to use. A unique front-chest leash attachment stops pulling by steering the dog to the side and redirecting its attention towards the owner. In addition, its Martingale loop provides extra leverage for easy, relaxed control and prevents harness twisting and gapping.

The Easy Walk Harness can be used on all dog types and puppies. It is available in five adjustable sizes and six colors, including red, royal blue, black, green, fawn and purple. It is the only non-pull harness to come with a complementary color belly strap, making it easy to identify which strap goes over the shoulders and which goes under the belly. Two quick-release buckles allow for easy on and off.



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